



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/07 thru 11/13.

(prices in dollars per carton)

Fri. Nov 07, 2014

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	44.6% of 22,900 stores		45.2% of 22,900 stores				42.5% of 23,200 stores					
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA											
	White 12 pack		460	1.27			610	1.38	180	2.00	530	1.05
	White 18 pack		320	2.22	40	2.99	2,480	2.64	60	2.25	430	2.00
Brown 12 pack												
REGULAR	USDA GRADE A											
	White 12 pack		20	1.50	1,960	1.64	10	1.98	2,520	1.53	10	1.19
	White 18 pack				590	2.10			1,750	2.06	10	2.25
Brown 12 pack										500	1.88	
SPECIALTY	USDA ORGANIC											
	White 12 pack		120	3.99					20	5.98	250	4.26
	Brown 12 pack		80	3.99	110	3.99			180	3.99		
SPECIALTY	OMEGA-3											
	White 12 pack		100	2.86	2,460	2.39	180	2.77	1,160	2.55	1,670	2.54
	Brown 12 pack		10	2.59	150	3.73	10	2.99	60	3.03	120	3.69
SPECIALTY	CAGE-FREE											
	White 12 pack		20	1.99	2,060	2.54			240	2.21	130	2.79
	Brown 12 pack		430	3.46	2,890	2.72			520	2.83	2,370	2.68
SPECIALTY	VEGETARIAN FED											
	White 12 pack				480	2.39			10	2.39		
	Brown 12 pack		20	2.49	100	2.25			80	2.46	410	2.77
						80	2.46			580	2.68	

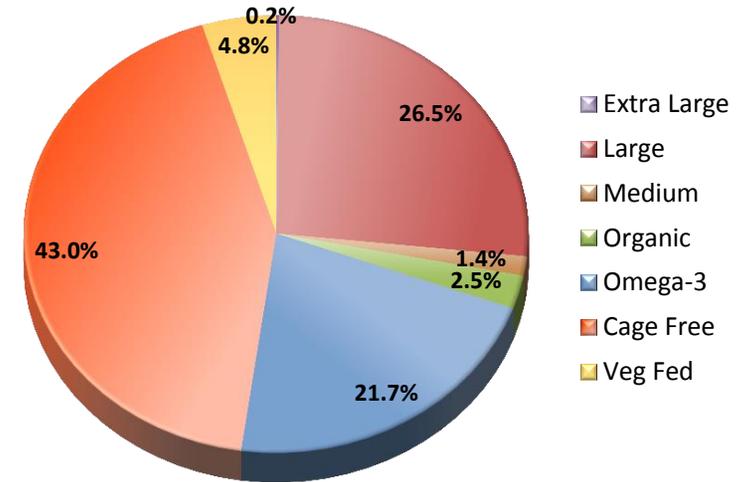
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,350	7,410	2,950	Large Eggs on Sep-02-2014
Specialty	9,030	2,440	9,810	
Total (includes MD)	12,560	10,220	12,890	598.8
Special Rate 4/:	12.7%	6.0%	2.5%	up 7.0%

5/: 1,000's of 30-doz cases

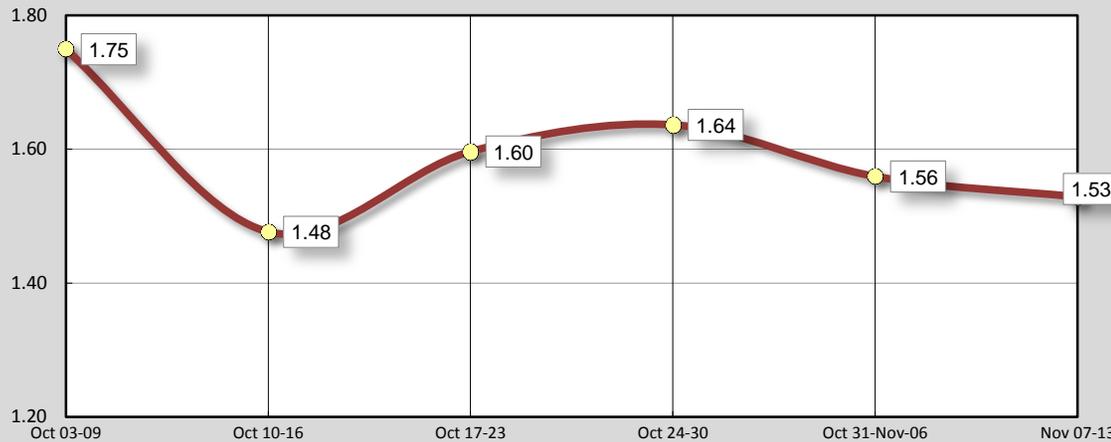
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg features are fewer in number this week when compared to last week's very active period. Despite the drop in promotions, the average price of Large White eggs, Grade A or better, to consumers is lower. Value conscious shoppers hold more buying power as many grocers are offering "no price" incentives in the form of "buy one dozen eggs and get a dozen free". Ads for Extra Large and Medium eggs are limited. Promotional activity for specialty shell eggs rebounds from a dismal showing last week and is sharply higher. Cage-free and omega-3 eggs are heavily advertised this week. USDA Organic and vegetarian fed eggs are also well represented in circulars. Advertisements for liquid egg products have tapered off. With cooler temperatures settling in and the Thanksgiving holiday on the horizon, we will watch and see which direction feature activity takes in the upcoming weeks.

This Week's Shell Egg Featuring by Category



Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate ^{1/} Activity Index ^{2/}		53.5% of 4,700 sampled outlets Activity Index = 3,820 (includes Medium)						49.0% of 5,900 sampled outlets Activity Index = 2,380 (includes Medium)						31.1% of 4,200 sampled outlets Activity Index = 1,910 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack																1.25 - 1.59	20	1.41
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
USDA GRADE A	White 12 pack	1.48 - 1.50	20	1.50	0.99 - 1.99	490	1.77				1.48 - 1.99	1,170	1.69				0.98 - 1.50	260	1.14
	White 18 pack				1.77 - 2.59	470	2.13										1.98	120	1.98
	Brown 12 pack																		
	MEDIUM				White 12 pack			White 12 pack			1.33	10	1.33				White 12 pack		
					White 30 pack			White 30 pack									White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack	3.99	120	3.99															
	Brown 12 pack	3.99	80	3.99															
	OMEGA-3																		
	White 12 pack	2.49 - 2.99	80	2.95	1.99 - 3.66	1,010	2.29				1.99 - 2.50	80	2.27				2.48	20	2.48
	Brown 12 pack	2.59	10	2.59	2.59 - 3.99	150	3.73												
	CAGE-FREE																		
	White 12 pack				2.99	50	2.99				2.50	510	2.50				1.99	20	1.99
	Brown 12 pack	3.19 - 3.59	430	3.46	2.50 - 3.59	500	3.39				2.50 - 2.99	610	2.58				2.00 - 2.99	660	2.40
																	2.00 - 2.99	760	2.43
VEGETARIAN FED																			
White 12 pack				1.99	290	1.99										2.99	10	2.99	
Brown 12 pack	2.49	20	2.49	1.99 - 2.50	100	2.25													
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,HI,NV)						NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)					
Feature Rate ^{1/} Activity Index ^{2/}		33.0% of 4,200 sampled outlets Activity Index = 1,850 (includes Medium)						50.7% of 2,800 sampled outlets Activity Index = 1,710 (includes Medium)						61.5% of 1,200 sampled outlets Activity Index = 890 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.49	190	1.19				1.50	110	1.50				0.99 - 1.50	140	1.18
	White 18 pack				1.88	120	1.88				2.25 - 2.50	160	2.49				1.78 - 2.50	40	2.18
	Brown 12 pack																		
	MEDIUM				White 12 pack			White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.49 - 1.50	40	1.50												
	White 18 pack																		
	Brown 12 pack							0.99	20	0.99	1.50 - 2.25	10	1.88				White 12 pack		1.20
	MEDIUM				White 12 pack			White 12 pack			3.49	130	3.49				White 30 pack		1.20
					White 30 pack			White 30 pack											
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack										3.99	110	3.99						
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				1.99 - 2.50	430	2.43				2.50 - 3.00	570	2.52				2.50	330	2.50
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50	440	2.50				2.99	250	2.99				2.50	150	2.50
	Brown 12 pack				2.50 - 2.99	520	2.57				2.99	290	2.99				2.50 - 2.99	210	2.53
	VEGETARIAN FED																		
White 12 pack				2.99	90	2.99				2.99	80	2.99				2.99	10	2.99	
Brown 12 pack																			



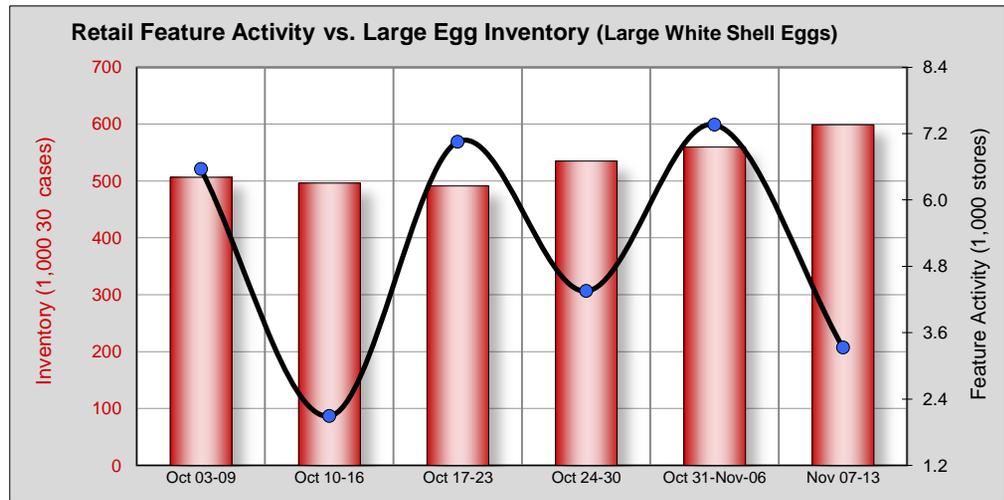
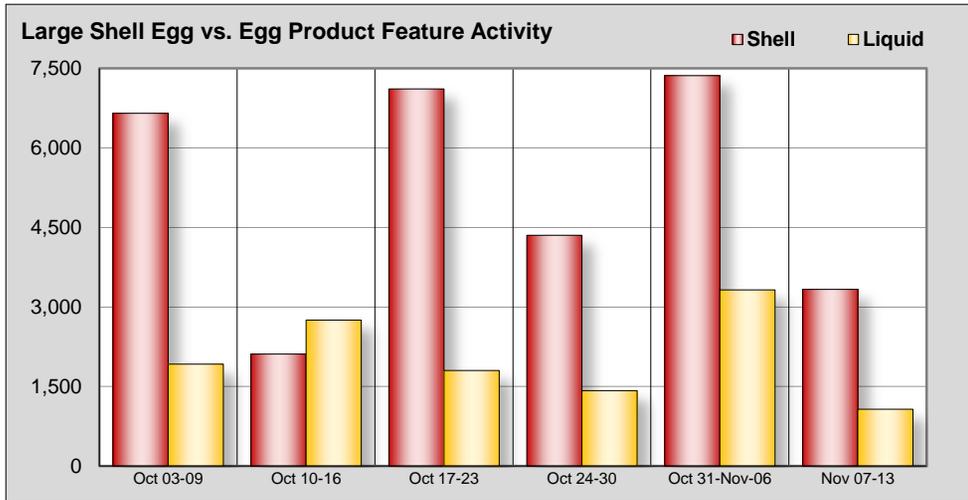
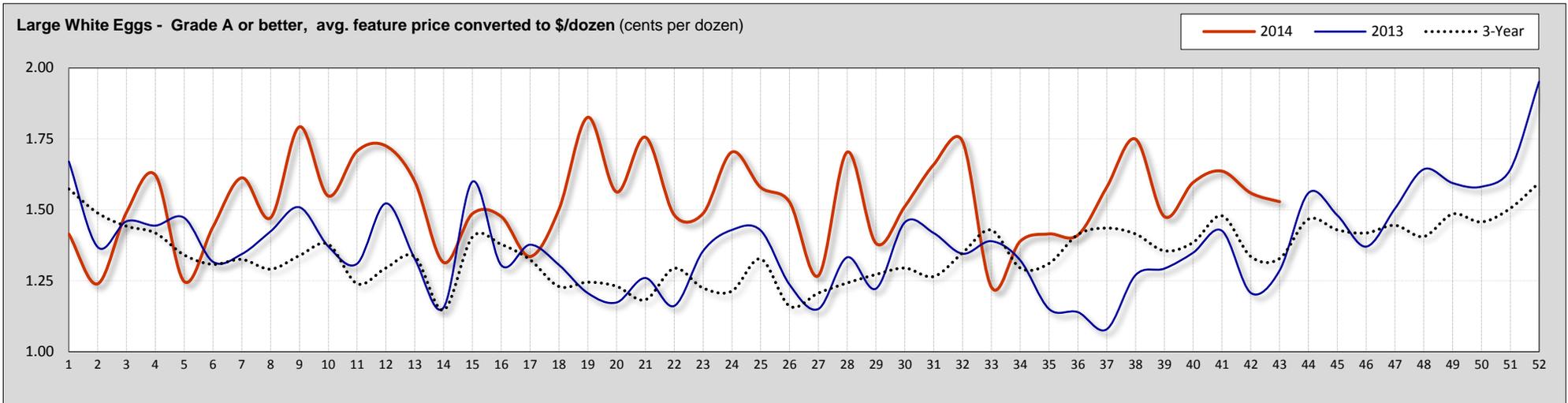
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(prices in dollars per carton)

Fri. Nov 07, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.0%	13.2%	10.2%	9.3% of 4,700 sampled	8.1% of 5,900 sampled	4.8% of 4,200 sampled	4.0% of 4,200 sampled	0.3% of 2,800 sampled	6.9% of 1,200 sampled
2/ Activity Index	1,070	3,320	2,670	Activity Index = 220	Activity Index = 420	Activity Index = 180	Activity Index = 160	Activity Index = 10	Activity Index = 80
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	820 2.79	2,740 2.46	1,660 2.48	2.99 - 3.00 50 2.99	2.19 - 3.29 350 2.93	2.00 - 2.59 170 2.52	1.98 - 3.29 160 2.90	1.99 10 1.99	2.50 - 2.59 80 2.51
32 oz. crtn	250 4.42	580 4.60	730 4.45	4.69 170 4.69	3.99 70 3.99	2.79 10 2.79			
3 - 4 oz. cup			280 2.50						
2 - 8 oz. cup									



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

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